

# **NEW JERSEY DEPARTMENT OF AGRICULTURE**

## **JERSEY FRESH MATCHED FUNDS PROGRAM**

### **N.J.A.C. 2:71-4**

#### **Summary**

Pursuant to N.J.S.A. 4:10-1 et seq., the New Jersey Department of Agriculture established the Jersey Fresh program, an advertising and promotional campaign to promote and market New Jersey agricultural products.

In conjunction with the Jersey Fresh Program, the proposed new rules establish a Matching Funds Grants Program whereby New Jersey agricultural organizations may apply for grants to be used to adapt the Jersey Fresh Program to their individual advertising and promotion of New Jersey agricultural products. All promotional efforts, however, are to be generic in nature and grant recipients will not be permitted to use Jersey Fresh Matched Funds Grants to advertise or promote individual brand names or company names.

The proposed new rules establish an application process and set forth the criteria for awarding grants. The rules also require that an organization receiving a Matching Funds Grant match the full grant amount with its own money. Lastly, the proposed new rules require organizations which receive grants to submit a notarized affidavit setting forth their grant money expenditures and to submit receipts or canceled checks to support such expenditures. The amount of funding for the Matched Funds Program will be set each year in an annual State appropriation.

#### **SUBCHAPTER 4. JERSEY FRESH MATCHED FUNDS PROGRAM**

##### **2:71-4.1 Purpose and scope**

{a} This subchapter sets forth an application procedure for Jersey Fresh Matched Funds and sets forth the criteria upon which the New Jersey Department of Agriculture shall evaluate applications.

{b} The Jersey Fresh Matched Funds program provides matching funds grants to organizations and to be utilized for the market development, promotion and advertisement of New Jersey farm products. Such organizations shall be required to match their Jersey Fresh Matched Funds grant on at least a dollar for dollar basis.

{c} All matched funds shall be used exclusively for the market development, promotion and advertisement of generic New Jersey farm products. The use of individual brand names or company names is strictly prohibited.

{d} Successful applicants may or may not receive their full funding request.

##### **2:71-4.2 Definitions**

As used in this subchapter, the following words and terms shall have the following meanings:

Agricultural organizations means any New Jersey organization or commodity group whose primary function or duty is to represent the New Jersey agricultural industry or specific New Jersey produced commodities.

Application means the official application provided by the New Jersey Department of Agriculture to organizations who wish to apply for Jersey Fresh Matched Funds.

Department means the New Jersey Department of Agriculture.

Farm products means any agricultural commodity or article of trade produced, grown, or raised on a New Jersey farm.

Jersey Fresh means the registered trademark held by the New Jersey Department of Agriculture that is used to advertise and promote New Jersey farm products.

Matching funds means the grants that are given by the New Jersey Department of Agriculture pursuant to this subchapter to be matched by the recipient at least on a dollar for dollar basis.

Secretary means the Secretary of the New Jersey Department of Agriculture.

#### 2:71-4.3 Application procedures

{a} Agricultural organizations who are interested in receiving matched funds shall obtain an application from the New Jersey Department of Agriculture and return the completed form to the New Jersey Department of Agriculture by a date set by the Secretary of Agriculture. The application form is incorporated herein by reference as the subchapter Appendix A. Applicants shall submit with their applications a completed State of New Jersey W-9/Questionnaire, which can be obtained from the New Jersey Department of Agriculture, Division of Markets, PO Box 330, Trenton, NJ 08625-0330.

{b} Applicants shall be required to describe in detail the nature and purpose of their organization and their proposed promotional, advertising, or market development project.

{c} The New Jersey Department of Agriculture shall consider applications from groups other than New Jersey agricultural organizations; however, such applications shall be deemed eligible to receive grants only if the organizations represent New Jersey agricultural interests and if the applications establish that the proposed project benefits New Jersey agriculture.

{d} Applications shall be evaluated and awarded based upon the following criteria:

1. How the proposed project effectively utilizes the existing Jersey Fresh program to best advertise, promote, or market the applicant=s respective commodity or New Jersey farm product;
2. The number of projected participants, audience, or targeted individuals;
3. How the proposed project will benefit the New Jersey agricultural industry;
4. The creativity and innovation of the proposed project; and
5. The feasibility of the proposed project.

#### 2:71-4.4 Requirements of grant recipients

{a} Grant recipients shall provide monetary funding to their proposed project in an amount at least equivalent to the matched fund grant provided by the New Jersey Department of Agriculture. The matched fund grant, together with the funding provided by the applicant itself, shall be used solely for the project which the applicant listed on its application form.

{b} Grant recipients shall use the New Jersey Department of Agriculture's Jersey Fresh slogan and/or logo. Use of the slogan and/or logo shall be in accordance with the commodity grades and standards requirements as set forth in this chapter.

{c} Grant recipients shall complete their projects within the calendar year during which the funds were received.

1. In the event that the project will not be completed within the prescribed time frame, the receiving organization shall petition the New Jersey Department of Agriculture for an extension. Such extensions may be granted by the New Jersey Department of Agriculture for a good cause on a case-by-case basis.

{d} Grant recipients shall use these funds solely for market development, advertising and promotion of New Jersey farm products.

{e} Upon completion of their project, grant recipients shall submit a notarized affidavit of performance, incorporated herein by reference as subchapter Appendix B, to the New Jersey Department of Agriculture. Such affidavit shall itemize all expenditures directly incurred with the use of Jersey Fresh Matched Funds. The affidavit shall also show that the grant recipient provided an exact monetary match of the grant received. Such proof of performance shall consist of receipts or canceled checks. Such affidavits shall be sent to the Department within 30 days after the conclusion of the project, or no later than December 31 of the year in which the grant was received.

#### 2:71-4.5 Restrictions

{a} Organizations that receive matched fund grants shall not use these moneys for in-house administrative costs associated with their projects. Examples of in-house administrative costs include, but are not limited to, salaries, equipment, rent and insurance.

{b} All promotion and advertising with grant money shall be generic in nature. Organizations which receive matched fund grants shall not promote or advertise individual brand names or company names with grant money.

**APPENDIX A**  
**NEW JERSEY DEPARTMENT OF AGRICULTURE**  
**APPLICATION FOR JERSEY FRESH DEVELOPMENT**  
**AND/OR PROMOTIONAL FUNDS FOR 2008**  
**[www.state.nj.us/agriculture/grants/jerseyfreshgrants.html](http://www.state.nj.us/agriculture/grants/jerseyfreshgrants.html)**

The undersigned hereby applies for matched funds to be used in market development programs and/or promotion of New Jersey grown or produced agricultural commodities during calendar year 2008.

In consideration of the receipt of such funds, the undersigned agrees:

1. To provide an equal amount of monetary funds for the specified purpose.
2. To use the New Jersey Department of Agriculture Jersey Fresh promotion theme, slogan and/or logo in conjunction with their programs. (Logo CD-ROM's will be provided for first time grants awards only.)
3. To submit to the New Jersey Department of Agriculture a notarized listing of expenditures at the completion of the promotional program.
4. Awards to organizations, cooperatives, partnerships, corporations, etc. **MUST** be accompanied by a list of members, major stakeholders, etc. in order for the grant to be approved. This requirement does not pertain to universities, school boards, institutions or government entities.

**NEW !**

ORGANIZATION\_\_\_\_\_

ADDRESS\_\_\_\_\_

CITY\_\_\_\_\_STATE\_\_\_\_\_ZIP\_\_\_\_\_

COUNTY\_\_\_\_\_LEGISLATIVE DISTRICT\_\_\_\_\_

TELEPHONE\_\_\_\_\_VENDOR FEDERAL ID#\_\_\_\_\_

SIGNATURE\_\_\_\_\_DATE\_\_\_\_\_

**(Signature Required)**

E-MAIL ADDRESS\_\_\_\_\_FAX\_\_\_\_\_

AMOUNT OF MATCHED FUNDS REQUESTED FROM THE NEW JERSEY DEPARTMENT OF AGRICULTURE \$\_\_\_\_\_

SCHEDULED DATE OF EVENT (IF APPLICABLE)\_\_\_\_\_

Return this application by February 19, 2008 to Lynn Coffin, New Jersey Department of Agriculture, Division of Marketing & Development, 40 E. Broad Street, Suite 201, Bridgeton, New Jersey 08302.

**PLEASE BE SURE TO ATTACH THE STATE ISSUED W-9 FORM WITH COMPLETED APPLICATION.**

### **Purpose of Organization**

1. Please describe your organization, its purpose or mission.

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### **JERSEY FRESH MATCHED FUND APPLICATION PART II**

(Use separate sheets as needed)

1. Explain in detail how your proposed project will benefit the New Jersey Agricultural Industry, and complement the existing Jersey Fresh program.
2. Include the estimated number of people, projected participants, audience, or targeted individuals (i.e., the number of people who you anticipate benefiting from your project).
3. Outline promotional program and provide a breakdown of estimated costs of all components of the program. (**A ESTIMATED BUDGET MUST BE COMPLETED**)

**FY 2008**

**APPENDIX B**

**NEW JERSEY DEPARTMENT OF AGRICULTURE  
AFFIDAVIT OF PERFORMANCE**

The undersigned hereby acknowledges the receipt of \$\_\_\_\_\_ on or about \_\_\_\_\_ from the New Jersey Department of Agriculture used in a program of market development, promotion, and/or education of New Jersey grown or produced agricultural commodities.

The undersigned attests that he/she/it contributed monetary funds to at least match (on a dollar for dollar basis) those provided by the New Jersey Department of Agriculture in the amount of \$\_\_\_\_\_ and that a total of \$\_\_\_\_\_ was expended for the following program(s).

The following is an itemization of all expenditures directly incurred with the use of Jersey Fresh Matched Funds. ATTACH PAID INVOICES, CANCELED CHECKS OR OTHER RECEIPTS that show your total expenditures. (Attach additional sheets as required.)

ORGANIZATION\_\_\_\_\_

ADDRESS\_\_\_\_\_

CITY\_\_\_\_\_STATE\_\_\_\_\_ZIP\_\_\_\_\_

COUNTY\_\_\_\_\_LEGISLATIVE DISTRICT\_\_\_\_\_

SIGNATURE\_\_\_\_\_TITLE\_\_\_\_\_

Subscribed and sworn to before me

this\_\_\_\_\_day of \_\_\_\_\_ 20\_\_\_\_\_.

\_\_\_\_\_  
Notary of Public of New Jersey

RETURN THIS FORM BEFORE December 31, 2008 to Lynn C. Coffin, New Jersey Department of Agriculture, Division of Marketing & Development, 40 E. Broad Street, Suite 201, Bridgeton, NJ 08302.